

Message Text

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SUBJECT: PERSONNEL REQUIREMENTS FOR FY 1975 COMMERCIAL PROGRAM.

REF: STATE A-0616.

1. BASED ON POST EXPERIENCE THAT DESK STUDIES AND OTHER TYPES OF MARKET RESEARCH TAKE APPROXIMATELY 20 MAN-DAYS (ONE MAN-MONTH) TO COMPLETE, POST COULD PRODUCE 7-8 DESK STUDIES PER YEAR IF RESOURCES OF U.S. TRADE CENTER ARE ALSO EMPLOYED. RTDC'S LOCAL MARKET RESEARCH ASSISTANT COULD PRODUCE 4-5 OF THE DESK STUDIES. EIGHT WORK DAYS PER STUDY SIMPLY NOT PRACTICAL IN ARGENTINA IN VIEW LACK OF RELIABLE, UP-TO-DATE STATISTICS; NEED TO HOLD MANY PERSONAL INTERVIEWS TO PERSUADE ARGENTINE EXECUTIVES TO FURNISH WHAT THEY CONSIDER CONFIDENTIAL INFORMATION; AND FRAGMENTATION OF MOST INDUSTRIES WHICH COULD NOT BE COVERED IN ONLY 5 OR 6 INTERVIEWS. TWENTY DAYS IS AVERAGE TIME FOR SIMILAR STUDIES DONE BY EMBASSY, BY RTDC AND BY COMMERCE MRO'S.

2. THE COMPLETION OF 4-5 STUDIES WOULD REQUIRE ONE THIRD OF THE TIME OF THE LOCAL ASSISTANT OCCUPYING THE MARKET RESEARCH POSITION RECENTLY AUTHORIZED FOR THE U.S. TRADE CENTER.

THREE ADDITIONAL STUDIES COSTING ONE MAN-MONTH EACH COULD BE DONE BY THREE U.S. OFFICERS IN THE COMMERCIAL UNIT. SINCE THE TIME OF THESE OFFICERS IS NOW FULLY OCCUPIED, WE WOULD HAVE TO REORDER THEIR PRIORITIES AND REDUCE OR ELIMINATE SOME OF THEIR LOWER PRIORITY WORKLOAD. NO SIGNIFICANT GAIN IN EFFICIENCY IS AVAILABLE BY SHIFTING INTO ONEMAN CONFIGURATION

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ON A FULL TIME BASIS. TO PRODUCE MORE MARKET RESEARCH THAN THIS WITH OUR PRESENT RESOURCES WOULD SUBSTANTIALLY REDUCE THE

COMMERCIAL UNIT'S CAPABILITY TO CARRY OUT ITS OTHER RESPONSIBILITIES.

3. IN ORDER TO DO 12 OR MORE STUDIES, AND ADDITIONAL FSL/3 POSITION WOULD BE REQUIRED IN ADDITION TO A FULL TIME FSL/6 CLERK TYPIST. COMBINED WITH THE RTDC LOCALE, AS MANY AS 16 DESK STUDIES PER YEAR COULD THEN BE CARRIED OUT.

4. THE PRODUCTION OF ADDITIONAL MARKET STUDIES IN ARGENTINA CAN BEST

BE ACCOMPLISHED BY THE ADDITION OF ONE LOCAL PROFESSIONAL (FSL/3) PLUS A CLERK TYPIST (FSL/6) TO THE PRESENT COMMERCIAL UNIT STAFF. THE DESK STUDIES WOULD BE DIVIDED AMONG THE OFFICERS AND SENIOR LOCALS OF THE UNIT ALLOWING THE VALUABLE CONTACT WORK AND MARKET RESEARCH EXPERIENCE TO BE DISSEMINATED WIDELY, RATHER THAN BEING DONE BY ONLY ONE OR TWO INDIVIDUALS. THIS COULD HAVE BENEFICIAL EFFECTS ON ALL THE TYPES OF COMMERCIAL PROMOTION ACTIVITY CARRIED OUT BY THE POST. AN MAU SEGREGATED FROM THE OTHER DAY-TO-DAY ACTIVITIES INVOLVING THE ENTIRE COMMERCIAL PROGRAM WOULD BE MUCH LESS DESIRABLE. THIS IS ESPECIALLY TRUE SINCE THE ADDITIONAL MARKET RESEARCH WOULD UNDOUBTEDLY TURN UP A NUMBER OF NEW TRADE AND INVESTMENT OPPORTUNITIES, ALERT REPORTS, ETC., WHICH WOULD NEED TO BE DRAFTED AND TYPED.
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